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# Module 1

# Catering





## Synopsis

Just as the saying goes, food is the first necessity of the people. Catering industry or Foodservice defines those businesses, institutions, and companies responsible for any meal prepared outside the home. Catering industry is one of the most important branches of the tourism industry. It is one of the fastest growing sectors of the global economy and also among the top-job creating sectors because its labor intensive nature and the significant multiplier effect on employment in other related sectors.

## Learning Objectives

### *Knowledge Objectives :*

1. Familiarize students with the Catering industry.
2. Familiarize students with the Chinese and Western cuisine.

### *Ability Objectives :*

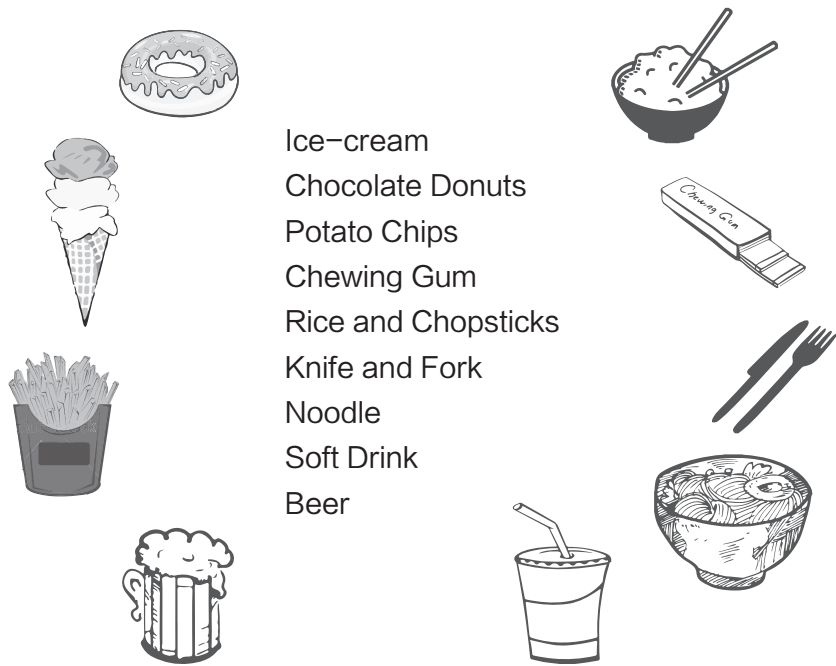
1. Provide students with an opportunity to master skills associated with catering operations.
2. Enable students to solve problems in Chinese and Western restaurants.

# 1 Task 1 Table Reservation



## Leading-in

Work with your partner to match the following words and phrases with the pictures.



Ice-cream  
 Chocolate Donuts  
 Potato Chips  
 Chewing Gum  
 Rice and Chopsticks  
 Knife and Fork  
 Noodle  
 Soft Drink  
 Beer

## Listening

**Part 1** *Listen to the passage twice and fill in the blanks with the information you hear (one word for one blank).*

### Benefits of An Online Reservation System

Traditionally, restaurants have managed their 1. \_\_\_\_\_ systems with a reservation book, which means they 2. \_\_\_\_\_ the reservations via telephone calls and wrote them down in a book. Nowadays, as a 3. \_\_\_\_\_ of the massive use of the Internet and its 4. \_\_\_\_\_, experts have seen the 5. \_\_\_\_\_ and great added 6. \_\_\_\_\_ of creating 7. \_\_\_\_\_ reservation systems, and already many restaurants have replaced the traditional format with these new systems.

An important 8. \_\_\_\_\_ of online reservation systems is the flexibility they offer when making a reservation. When reservations are managed in the traditional way, patrons will only be able to call a restaurant to make a reservation during 9. \_\_\_\_\_ hours. On the contrary, when reservations are managed through an online reservation system, patrons will be able to make their reservation at any time and from any place they choose. In general, customers will have a better experience when making an online reservation, because it will be a quick process, the service will be 10. \_\_\_\_\_ 24-hour, and the system will provide all the necessary



information in order to make the desired reservation without a hitch.

**Part 2** *Listen to the passage again, and summarize the main idea orally.*

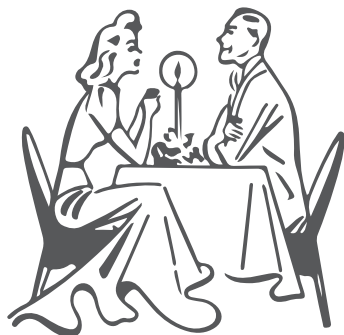
 **New Words**

catering ['keɪtərɪŋ]	n. 提供饮食及服务 v. 提供饮食及服务；满足需要
dining ['daɪnɪŋ]	n. 进餐 v. 吃饭，进餐；设宴款待，请客
online [ˌɒn'laɪn]	adj. 在线的；联网的
reservation [ˌrezə'veɪʃn]	n. 保留；预订，预约
flexibility [ˌfleksə'bɪləti]	n. 柔度；柔韧性，机动性，灵活性；伸缩性；可塑性
patron ['peɪtrən]	n. 顾客，老主顾

**Speaking**

**Part 1** *Listen to the situational dialogue, repeat it sentence by sentence, and then role play it in pairs.*

➤ **Dialogue 1**



Attendant: Good morning. How may I help you?  
 Jim Barton: Yes. I'd like to reserve a table for dinner.  
 Attendant: How large a group are you expecting?  
 Jim Barton: Six couples.  
 Attendant: Would you like to reserve a private dining room?  
 Jim Barton: That sounds like a good idea.  
 Attendant: All right. May I have your name, sir?  
 Jim Barton: My name is Jim Barton. B-a-r-t-o-n.

Attendant: What time will you be arriving?

Jim Barton: Around 7: 30 p.m.

Attendant: All right, Mr. Barton. We have reserved a private dining room for you at 7: 30 p.m. Thanks for calling.

Jim Barton: Thank you very much.

➤ **Dialogue 2**

David: Hello.

Albert: Good afternoon, Mr. David. This is Albert from the Top restaurant.

David: Good afternoon, Mr. Albert.

Albert: I would like to reconfirm your reservation of a table for two this evening at 7:00 p.m.

David: OK.

Albert: A birthday cake with “Happy Birthday to Betty” has been arranged for tonight.

David: Oh, perfect. Thank you.

Albert: Should you have any other request, please let us know.

David: Certainly I will.

Albert : Thank you very much for making the reservation and we look forward to being of service to you this evening.

David: Thank you. See you then.

**Part 2** *Story-retelling. Listen to the funny story and retell it using your own words. You may refer to the key words or phrases given in the box.*

A customer was bothering the waiter in a restaurant. First, he asked that the air conditioning be turned up because he was too hot, then he asked it be turned down because he was too cold, and so on for about half an hour.

Surprisingly, the waiter was very patient. He walked back and forth and never once got angry. So finally, a second customer asked him why he didn’t throw out the pest. “ Oh, I really don’t care or mind, ” said the waiter with a smile. “ We don’t even have an air conditioner. ”



customer      bother      air conditioning      patient      pest

## Reading

**Part 1** *Read the passage, and decide whether the following statements are true or false. Write T for true and F for false.*

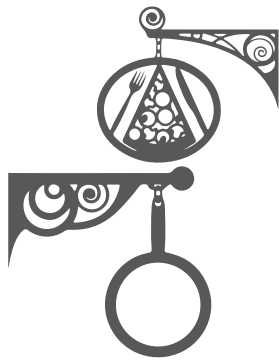
### Table Reservations



Nowadays it has become common for fine dining restaurants to offer table reservations to their clients. In fact, this service has become an integral part of a restaurant’s operation, because of its multiple benefits. Even though there are still types of restaurants that prefer the

form of first-come, first served, the majority of fine dining and casual restaurants organize their operation through table reservations. As it has become part of restaurants' service to offer reservations, clients are tending more and more towards making use of this offer, and for some people, it has become mandatory to make a table reservation before going out to a restaurant since there are also benefits for the client in this type of service.

A restaurant will weigh the advantages and the disadvantages of offering the service of table reservations to its customers, and even though there is a cost involved in this service, the benefits it offers will outweigh all the disadvantages one may consider. Offering table reservations may be a good tool to increase demand for certain restaurants. As clients know that there is a limited capacity of seats, they will always prefer to make a table reservation instead of arriving at the restaurant and facing a long waiting line. Table reservations are also a handy tool in competitive



markets since it makes it possible for restaurants to “steal” some market share from its competition. This occurs when clients are not able to get a reservation at their “first choice” restaurant and they decide to go to their “second choice” restaurant, where they are able to get a reservation. This service helps restaurants to estimate demand in a more accurate way, and therefore, to improve sourcing and staffing, and to manage costs more efficiently. By managing workflow in a better way, through reservations, the restaurant will be able to deliver a better quality of service.

A client will always benefit from being able to make a table reservation at the restaurant to which he wishes to go. A clear benefit of making a table reservation for a client is the security that he will receive his table at the time and place he has planned. It is an advantage for the customer to know in advance that he will not have to go through the trouble of waiting until a table is available, or being put on a waiting list, or in the worst case, needing to find another place to eat, because the one chosen won't be able to serve him. Another important benefit of making a reservation in the desired restaurant is the better quality of service one will receive. As the restaurant knows at what time and with how many people the customer will arrive, a comfortable table with enough seats and space will be reserved, and the restaurant's staff will be prepared to serve the arriving group.

\_\_\_\_\_1. As the majority of fine dining and casual restaurants organize their operation through table reservations, there are still no restaurants that prefer the form of first-come, first served.

\_\_\_\_\_2. Because there is a cost involved in the table reservations service, the disadvantages it brings will outweigh the benefits it offers.



\_\_\_\_\_3. Table reservation service is a handy tool in competitive markets since it makes it possible for restaurants to “steal” some market share from its competition.

\_\_\_\_\_4. Restaurants can deliver a better quality of service by managing workflow in a better way through reservations.

\_\_\_\_\_5. A benefit of making a table reservation for a client is the security that he will not have to go through the trouble of waiting or even needing to find another place to eat.

**Part 2** *Read the passage, and answer the questions below.*



**Catering Industry**

Catering industry or Foodservice defines those businesses, institutions, and companies responsible for any meal prepared outside the home. This industry includes restaurants, school and hospital cafeterias, catering operations, and many other formats.

For a long time, the world of food preparation was centered on feasts and celebrations for kings and other noblemen. In fact, the first French restaurants didn’t appear until after the French revolution when, lacking an aristocracy, catering providers were forced to find a new way to sell their talents. In America, the catering industry is still quite young. Catering started booming after the war when companies who had previously made food supplies for World War II needed something to do. As people became wealthier and the economy grew, caterers found demand for their services, which has previously been reserved for the very rich.

The industry began to professionalize under the reigns of Robert Bogle who is recognized as “ the originator of catering ” . By 1840, caterers began to combine their catering businesses with restaurants they owned. Common usage of the word “ caterer ” came about in the 1880s at which point local directories began listing numerous restaurants.



In the 1930s, the Soviet Union, creating more simple menus, began developing state public catering establishments as part of its collectivization policies. A rationing system was implemented during World War II, and people became used to public catering. After the World War II, many businessmen embrace catering as an alternative way of staying in business after the war. By the 1960s, the home-made food was overtaken by eating in public catering establishments.

1. What does catering industry or Foodservice define?

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2. What does catering industry include?

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3. When did the first French restaurants appear?

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4. When did the catering industry start booming in America?

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5. When was the home-made food overtaken by eating in public catering establishments?

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### New Words

integral ['ɪntɪgrəl]	<i>adj.</i> 完整的；必须的
operation [ˌɒpə'reɪʃn]	<i>n.</i> 操作，经营
handy ['hændi]	<i>adj.</i> 方便的；便于使用的
competitive [kəm'petətɪv]	<i>adj.</i> 竞争的，比赛的；(价格等)有竞争力的
estimate ['estɪmət]	<i>n.</i> 估计，预测；报价，评价，判断 <i>vt.</i> 估计；评价，评论
efficiently [ɪ'fɪʃntli]	<i>adv.</i> 有效地；效率高地
workflow ['wɜ:kfləʊ]	<i>n.</i> 工作流程
available [ə'veɪləbl]	<i>adj.</i> 可获得的；有空的；可购得的；能找到的
feast [fi:st]	<i>n.</i> 宴会；盛会；使人欢快的事物（或活动）

celebration [ˌselɪˈbreɪʃn]	<i>n.</i> 庆祝; 庆祝会 (仪式)
nobleman ['nəʊblmən]	<i>n.</i> 贵族
aristocracy [ˌæriˈstɒkrəsi]	<i>n.</i> 贵族; 上层社会
boom [bu:m]	<i>vi.</i> 快速发展; 暴涨 <i>n.</i> 繁荣; 激增; 隆隆声
professionalize [prəˈfeʃənəlaɪz]	<i>v.</i> 使专业化
menu ['menju:]	<i>n.</i> 菜单; 菜肴
establishment [ɪˈstæblɪʃmənt]	<i>n.</i> 建立; 企业

## Writing

### Invitation Letter for Dinner

Hosting a dinner party can be very much exciting and the invitation letter for dinner parties serves the purpose of notifying the guests about the party. The letter will contain all the necessary information regarding the date, time and venue of the dinner party. The genre of the party can be casual or formal and the genre must be informed to the guests. This is done with the help of the invitation letter for dinner.

According to the tips and template above, write an Invitation Letter for your own birthday party dinner.

#### ➤ Invitation Letter for Dinner Writing Tips:

1. The foremost thing you must do is clearly stating your intentions to the guests.
2. The date, time and the venue must be clearly mentioned in the letter.
3. After writing all the details you must cross check each and every thing in the invitation letter.
4. You must also mention to the guests whether you are organizing a casual or a completely formal party.
5. And the last of all you must ask the guest very well to attend you dinner party very gently.

➤ Invitation Letter for Dinner Template :

From \_\_\_\_\_  
Date: \_\_\_\_\_ (the date in which the letter is written)  
To \_\_\_\_\_  
Subject: Invitation letter for dinner  
Dear: \_\_\_\_\_ (Mr. or Mrs.)

I shall be very much pleased if you attend the dinner party organized for the reason of my \_\_\_\_\_ (the reason for organizing the dinner party). The party will be given on \_\_\_\_\_ (date of the party), \_\_\_\_\_ (time of the party) and the venue will be \_\_\_\_\_ (the venue of the party).

I would like to offer you my warm welcome on the party and I would also like to inform you that the party will be a \_\_\_\_\_ (genre of the party). It's a humble request from my side that you must not bring any gifts along with you. I hope I would get your presence in my dinner party.

Thanking You.  
Yours truly,  
\_\_\_\_\_ (Name and Signature)

**Additional Know-how**

A table reservation is an arrangement made in advance to have a table available at a restaurant. While most restaurants in the vast majority of the world do not require a reservation, and some have no policy or simply any channel for making one, so-called higher-end restaurants mainly in overcrowded cities often require a reservation, and some may have tables booked for weeks in advance. At particularly exclusive venues, it may be impossible to make a reservation on the same day as the planned visit. Today, at such venues, it's always smart to inquire about a restaurant's reservation policy. Some will only reserve for large parties of six or more.



In recent times, many restaurants have replaced the traditional pencil and notebook with an online reservation system. Some websites exist which provide this service for multiple venues. Reservations for later dining times may prove problematic, as a restaurant may have a backlog which will require the reservation-holders to wait beyond their stated arrival time. In addition, diners with a late reservation face a higher chance that the restaurant will run out of necessary ingredients for a

particularly popular dish.

Most restaurants do not charge a customer who fails to honor their reservations, and courts have tended not to impose substantial penalties on restaurants that fail to honor reservations. Nonetheless, it is generally considered polite to call and cancel a reservation once it is known one will not use it.

## Exercise

### I. Restaurant Cloze.

Fill in the blanks with words from the box:

appetizer	chef	fancy	smoking
bar	cook	fast-food	soup
breakfast	dessert	lunch	tip
brunch	dinner	non-smoking	waiter
buffet	dishwasher	salad	

**People Who Work in a Restaurant:** The person who serves your food is called a 1.\_\_\_\_\_. The person who cooks your food is called a 2.\_\_\_\_\_ if it is a cheap restaurant or a 3.\_\_\_\_\_ if it is an expensive restaurant. A 4.\_\_\_\_\_ is somebody who washes dishes. If the food and service is good, people usually leave a 5.\_\_\_\_\_.

**Meals and the Time of Day :** Most people eat 6.\_\_\_\_\_ after they wake up. Around noon people have their midday meal, or 7.\_\_\_\_\_. And 8.\_\_\_\_\_ is the meal that people eat in the evening. However, sometimes, especially on Sunday, people like to sleep in, so instead of having breakfast, they eat a meal between breakfast and lunch called 9.\_\_\_\_\_.

**Parts of a Meal :** At lunch or dinner sometimes people order a snack before the meal called an 10.\_\_\_\_\_. A 11.\_\_\_\_\_ or a 12.\_\_\_\_\_ is often served alongside the main meal. After dinner, people sometimes treat themselves to 13.\_\_\_\_\_.

**Types of Restaurants :** It's nice to eat at a 14.\_\_\_\_\_ restaurant, but that can be expensive. Sometimes, if you are short on time or short on money, you might go to a 15.\_\_\_\_\_ restaurant because the food is cheaper and served faster. Some restaurants have a 16.\_\_\_\_\_, which means you take a plate up to a table loaded with food and you can put as much food as you want on your plate. Other restaurants have a 17.\_\_\_\_\_ where you can get an alcoholic drink while you are waiting for your table. Most restaurants these days have a 18.\_\_\_\_\_ and a 19.\_\_\_\_\_ section.

*II. Here are table reservation procedures for restaurants, please fill in the blanks with proper sentences below.*

1. Answering the telephone: \_\_\_\_\_
2. Acknowledging a reservation request: \_\_\_\_\_
3. Taking the table reservation details: \_\_\_\_\_
4. When you check the reservations book: \_\_\_\_\_
5. Returning to the caller: \_\_\_\_\_
6. Confirming the details: \_\_\_\_\_
7. Saying goodbye: \_\_\_\_\_
8. When a table is not available or where the guest wants one: \_\_\_\_\_
9. Offering an alternative: \_\_\_\_\_

A. May I have your name, please? When would you like book your table? A table for how many guests?

B. May I help you to reserve a table at another of our restaurants instead? Perhaps you'd like to have (lunch) in the (Wok Restaurant), where there will be a buffet this afternoon.

C. Good morning. Top Restaurant, Albert speaking. How may I help you?

D. Thank you very much for calling, Mr. David. We look forward to seeing you then. Have a great day ahead.

E. I'm afraid we don't have a table available there at that time. But there is a table available at 12: 00a.m. Would that be suitable?

F. Yes of course, Sir or Madam (use name if known)

G. May I please repeat the table reservation details, A table for two on Sunday, 31 October at 2: 00 p.m. in the name of Mr. David. And your telephone number is 123456789. Is that details correct?

H. Just one moment, please, while I see what we have available.

I. I'm sorry to keep you waiting.

*III. Translate following sentences into Chinese.*

1. Restaurants will experience a great number of benefits when using an online reservation system.

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2. Some of these benefits translate into a decline in incoming phone calls, a better control

of the capacity of the restaurant, and a number of handy statistics that will help to analyze the business.

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3. These benefits arise from a wide range of management tools provided by online reservation systems, like operational reports, floor management software, customer reservation histories, and customer databases that include customer data and preferences.

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4. Restaurants will also be able to track cancellations, and manage walk-in in a better way, eliminate overbookings, and create target e-mail and postal mailings with the information from the customer database.

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5. An important advantage of online reservation systems is the flexibility they offer when making a reservation. When reservations are managed in the traditional way, patrons will only be able to call a restaurant to make a reservation during operational hours.

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